Appl. No. 09/091,510
Amdt. dated August 26, 2003
Reply to Office action of May 7, 2003

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the

application:

Listing of Claims:

1. (Presented previously) A receiver for receiving broadcast digital television

signals representing both image data and information data, the receiver comprising:

a decoder for separating the image data and the information data;

a store for storing the received information data;

a processor responsive to the stored information data to output for display data

derived from said image data and said information data and representing an interactive

image;

a modem for establishing a telecommunications link;

the processor being responsive to received command signals to vary the

interactive image and to cause the modem to transmit data to and receive on-line data

from a remote site for on-line interaction via the interactive image between the viewer

and the remote site.

2. (Cancelled)

3. (Presented previously) A receiver as claimed in claim 1, wherein the

information data comprises program data and the processor is arranged to execute the

programs contained within the information data.

4. (Presented previously) A receiver as claimed in claim 3, wherein the

processor is arranged to respond to said viewer manipulation of the input device in

accordance with instructions included in said programs.

5. (Presented previously) A receiver as claimed in claim 1, further comprising a

store for storing template data, and wherein the processor is arranged to construct the

data representing the interactive image from received information data and the stored

template data.

6. (Presented previously) A receiver as claimed in claim 1, wherein the image data comprises video image data, and the decoder comprises a converter for converting said image data into data representing a video image for display in the interactive image.

7. (Presented previously) A receiver as claimed in claim 1, wherein the input device comprises a remote control unit.

8. (Presented previously) A receiver as claimed in claim 1, wherein the input device comprises a keypad.

9. (Cancelled)

10. (Presented previously) A receiver as claimed in claim 1, further comprising a store for storing the on-line data received via the modem.

11. (Presented previously) A receiver as claimed in claim 10, wherein the processor is responsive to the on-line data received via the modem.

12. (Presented previously) A receiver as claimed in claim 10, wherein the processor is arranged to execute programs contained within the on-line data.

13. (Presented previously) A receiver as claimed in claim 12, wherein the processor is arranged to 20 respond to said viewer manipulation of the input device in accordance with instructions included in said program data.

14. (Presented previously) A receiver as claimed in claim 1, wherein the processor is arranged to form the interactive image as plural interactive screens that are individually displayable.

15. (Presented previously) A receiver as claimed in claim 65, wherein the processor is arranged to derive data representing each of the interactive screens from the template data and the received information data.

16. (Presented previously) A receiver as claimed in claim 66, wherein the processor is arranged to derive data representing an interactive screen from the on-line data.

17. (Presented previously) A receiver as claimed in claim 14, wherein the processor is arranged to display the interactive screens in a hierarchical order in response to viewer manipulation of the input device.

18. (Presented previously) A receiver as claimed in claim 14, wherein said interactive screens are of a predetermined size and wherein said data representing an interactive image represents an image larger in size than the predetermined size, and the processor is arranged to derive data representing one of the interactive screens from said data representing an interactive image.

19. (Presented previously) A receiver as claimed in claim 18. wherein the processor is arranged to derive the interactive screen data as representing a portion of the interactive picture.

20. (Presented previously) A receiver as claimed in claim 19, wherein the processor is arranged to respond to viewer manipulation of the input device by moving the portion over the interactive picture.

21. (Presented previously) A receiver as claimed in claim 20, wherein the processor is arranged to move the portion in a step-wise manner.

22. (Presented previously) A receiver as claimed in claim 20, wherein the processor is arranged to scroll the portion over the interactive picture.

23. (Presented previously) A receiver as claimed in claim 1, comprising a first card reader for reading a subscriber card authorising access to broadcast signals and a second card reader tor reading another card.

24. (Presented previously) A receiver as claimed in claim 23, wherein the second card reader is adapted to read a card issued by a financial institution.

25. (Presented previously) A receiver as claimed in claim 23, wherein the second card reader is adapted to read a magnetic-strip card.

26. (Presented previously) A receiver as claimed in claim 23 or 24, wherein the second card reader is adapted to read a smart card.

27. (Presented previously) A receiver as claimed in claim 23, wherein the second card reader is adapted to read a cash value card.

28. (Presented previously) A method of interacting with broadcast interactive services using a receiver for receiving broadcast digital television signals representing both image data and information data, the receiver comprising a modem for establishing a telecommunications link, the method comprising:

  receiving said television signals;

  separating the image data and the information data;

  storing the received information data;

  responding to the stored information data by outputting for display data derived from said image data and said information data and representing an interactive image;

  receiving commands signals from a viewer operable input device; and

  responding to received command signals by varying the interactive image and causing the modem to establish a telecommunications link a remote site for on-line interaction via the interactive image between the viewer and the remote site.

29. (Presented previously) A method as claimed in claim 28, wherein the information data comprises program data, the method further comprising executing the program defined by the program data.

30. (Presented previously) A method as claimed in claim 29, further comprising responding to the manipulation of the input device in accordance with instructions included in said program data.

31. (Presented previously) A method as claimed in claim 28, wherein the information data comprises template data, the method further comprising constructing data representing the interactive image from received information data and the template data.

32. (Presented previously) A method as claimed in claim 28, further comprising converting the image data into data representing a video image display in the interactive

image.

33. (Presented previously) A method as claimed in claim 28, further comprising displaying the interactive image.

34. (Cancelled)

35. (Amended currently) A method as claimed in claim 34 28, wherein the on-line information data comprises program data defining a program, the method further comprising executing the program defined by the program data.

36. (Presented previously) A method as claimed in claim 35, further comprising responding to said manipulation of the input device In accordance with instructions included in said program data.

37. (Presented previously) A method as claimed in claim 28, wherein the interactive image comprises plural interactive screens so formed as to be individually displayable.

38. (Presented previously) A method as claimed in claim 67, wherein the interactive screens are formed depending on the template data and the received information data.

39. (Presented previously) A method as claimed in claim 68, wherein the IO interactive screens are formed depending on the on-line data.

40. (Presented previously) A method as claimed in claim 37, wherein the interactive screens are displayed in a hierarchical order in response to manipulation of the input device.

41. (Presented previously) A method as claimed In claim 37, further comprising deriving data representing one of the interactive screens from data defining an interactive picture larger in size than the interactive screen.

42. (Presented previously) A method as claimed in claim 41, further comprising deriving the interactive screen data as representing a portion of the interactive picture.

43. (Presented previously) A method as claimed in claim 42, further comprising

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moving the portion 25 over the interactive picture in response to manipulation of the input device.

44. (Presented previously) A method as claimed in claim 43, wherein the portion is moved in a step-wise manner.

45. (Presented previously) A method as claimed in claim 43, wherein the portion is scrolled over the interactive picture.

46 through 58. (Cancelled)

59. (Presented previously) A receiver as claimed in claim 1 wherein the interactive image comprises a constant background image and a changeable preview picture, the background image comprising a portion having a subject that corresponds with the subject of the background of the preview picture so that the background and the preview picture appear to form a single continuous interactive image.

60. (Presented previously) A receiver as claimed in claim 59, wherein the interactive image comprises a changeable graphic overlay having a portion containing a subject that corresponds with the subject of the background and/or the preview picture so that the graphic overlay and the background picture and/or the preview picture appear to form a single continuous interactive image.

61 through 64. (Cancelled)

65. (Presented previously) A receiver as claimed in claim 5, wherein the interactive image comprises plural interactive screens so formed as to be individually displayable.

66. (Presented previously) A receiver as claimed in claim 10, wherein the interactive image comprises plural interactive screens so formed as to be individually displayable.

67. (Presented previously) A method as claimed in claim 31, wherein the interactive image comprises plural interactive screens so formed as to be individually displayable.

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    68. (Presented previously) A method as claimed in claim 33, wherein the interactive image comprises plural interactive screens so formed as to be individually displayable.

    69. (Cancelled)